



FREEDOM *to* CHOOSE *how* *to* REUSE

Your Guide to:

- *Garage Sales*
- *Selling Electronically*
- *Donating*



**City of Sunnyvale
Department of Public Works
Recycling Program
(408) 730-7262**

Table of Contents

| | |
|----------------------------------|----|
| Introduction | 2 |
| Garage Sales | 3 |
| Selling Electronically | 6 |
| Donating | 7 |
| Reuse Resources | 9 |
| Recycling | 10 |

FREEDOM *to* CHOOSE *how to* REUSE

Resources to make it easy for you to circulate your unwanted household goods to others who want them!

There are many paths to reusing resources. Choose the path that's right for you. Choose one path now, another later. Or, combine paths. The choice is yours!



Do you...?

- Want to sell a lot of items on a single day or weekend?
- Prefer to meet your buyers where your stuff is?
- Like to organize events?
- Work or socialize with your neighbors?
- Like to create an atmosphere of fun?
- Need to raise cash quickly for special needs or your favorite club?

Then...

- Holding a garage sale is the choice for you. See the **Garage Sale** section.



Do you...?

- Like to shop electronically?
- Like the convenience of using your computer to connect with others?
- Like to sell an occasional item?
- Like to sell many items and make your wares available to large number of "electronic" shoppers?

Then...

- Holding an electronic sale is the path for you. See **Selling Electronically**.



Do you...?

- Enjoy donating your items to others?
- Put a high value on your "free" time?
- Feel good when you give your stuff away?
- Like the convenience of agencies picking up your stuff?
- Itemize deductions and primarily want the tax advantage?

Then...

- Donating is for you. See **Donations**.

Tips for a Successful Garage Sale

Whether you're a "first-timer," an experienced "garage seller," or part of an organization raising funds, these tips will help you bring success to your door.

- 1) Decide if you want to hold your sale solo or have a block event. Group sales are fun—join with neighbors and friends.
- 2) Pick your own date or join others on Garage Sale Day. No matter what day you select, you do not need to register with the City of Sunnyvale.
- 3) Promote your sale! Advertise online, in the newspaper, and with signs in the neighborhood (see below). Choose a combination that is right for you.
- 4) Explore these resources provided to make the most of your event.
- 5) Visit the City's web site for additional information about holding and promoting a sale.

Advertise & Promote Your Event

Getting the word out about your garage sale is one key to a successful event!

Options include online advertising of your event, classified print/newspaper ads, signs to guide buyers to your location, flyers posted on local bulletin boards (libraries, college campuses, grocery stores, etc.), and more.

Your place of business may have an intranet with posting options. Explore your creativity!

Online Advertising

Some websites offer no-cost or low-cost advertising for garage sales. Several of these sites are listed below, but you may find others by doing your own searches. Have fun!

Post your sales event online at:

- www.craigslist.org - advertise your sale, sell items online, locate other sellers to hold a group event
- <http://garagesale.nearu.com/> - advertise your garage sale online (free up to 30 days before the sale)
- www.thepennysaver.com - advertise your garage sale, sell items in the paper or online
- www.g-sale.com - advertise your garage sale with a free listing
- www.yardsalesearch.com - advertise your garage sale free online
- www.recycler.com/ - advertise your items or sale free online
- www.luv2bid.fn.net/ - advertise events or items online
- www.garagesalehunter.com/index.asp - advertise your garage sale, browse tips and resources



Newspaper Advertising

Low-cost ads in local papers and shoppers can guide buyers to your location—utilize them as your budget allows.

Check deadlines in advance; some papers (weekly publications, for example) may need your ad at least a week before the event.

Make sure your ad includes:

- All dates and hours of the sale
- Specifics about items you're selling
- Location of the sale
- Any information that can help to set your sale apart



Some local publications include:

Sunnyvale Sun - Offers a special rate for Sunnyvale residents holding a sale on Garage Sale Day. Standard garage sale/classified ads include 12 words and appear in all Silicon Valley newspapers – *The Los Gatos Weekly Times*, *Saratoga News*, *Cupertino Courier*, *Sunnyvale Sun*, *Willow Glen Resident*, *Campbell Reporter*, and online at www.svcn.com. This resource has a combined total readership of 262,500. Call (408) 200-1025 or go online at www.svcn.com/class-place.html to place an ad.

The PennySaver - Offers a discount to Sunnyvale residents holding a sale on Garage Sale Day, just mention that when placing your ad. Standard ads include 16 words, run for one week in 10 distribution areas closest to your zip code with a readership of about 559,000. You may place your ad online (no charge) at www.thepennysaver.com, or call (800) 675-7355 for more information.

San Jose Mercury News - Their garage sale ads offer 4 lines, run for 3 days prior to your sale, with a readership of about 825,000. Call (408) 920-5111 or (800) 287-7878 to place an ad or go online: www.bayarea.com

Garage Sale Signs

- Use bold writing
- Add arrows to provide direction
- Respect the local City sign ordinances without cluttering the streets and neighborhood
 - Garage sale signs are allowed in the City of Sunnyvale provided that signs are located on the site of the event advertised
 - To provide safe visibility for drivers and pedestrians, signs located on a corner lot cannot exceed 3 feet in height
- **Coldwell Banker** delivers signs free of charge to garage sale participants. To request a sign, call (408) 616-2737 and leave your name, phone number and address, or email jdavis@cbnocal.com
- Check out these online sign resources for free downloadable/printable signs
 - www.yardsalesearch.com/signs/
 - www.garagesalehunter.com/flyers/FLYERS.ASP
- Please remove ALL signs when the event is over



Preparation & Sales Tips

What To Sell

- Furniture in general, especially dressers, bookcases and tables
- Nostalgia items these sell well, display them prominently
- Antiques
- Appliances, tools, garden equipment labeled “working” or “needs repair”
- Clothing
- Baby items
- Toys and games
- Sporting goods
- Plants
- Anything that still has usability and value

How To Price

- Use price tags for all items
- Garage sales are for bargain hunters; price accordingly
- Higher prices are reasonable for brand new items and antiques.
- When in doubt, check online pricing guides or auctions to see how similar items are priced
- Consider regrouping items or reducing prices on items that are not moving
- Be prepared to consider offers

How To Set It Up

- Select and prepare articles for sale in advance
 - Group related items
 - Clean items will sell better; remove dust or mold, wash clothing, etc.
 - Hang clothing if possible
- Set up convenient, attractive displays so shoppers can easily find merchandise
- Choose a highly visible location, such as your yard or driveway
- Provide a mirror for people trying on clothing or jewelry
- Provide a power source (extension cord) for testing appliances and power tools
- Have a central place to pay, and sufficient change
- Make receipts available if requested
- Have bags available (grocery bags)
- Remember the rules of conduct used by successful retailers courtesy, friendliness, fair dealings and willingness to offer service

Online Resources

Many websites offer tips and resources for holding a garage sale, yard sale or group fundraising event. Here are a few:

- www.yardsalesupplies.com - extensive tips for before, after and during the sale, plus free and for-purchase yard sale supplies
- www.howtosecrets.com/garage.htm - suggestions to attract buyers to your sale, steps to start a resale business
- www.garagesalehunter.com/TIPS/TIPS.ASP - browse tips and resources
- www.frugalitynetwork.com/garagesales.html - explore their many links to garage sale tips and resources
- www.yardsalesearch.com/tips.shtm
- www.reducewaste.org/garagesale - County of Santa Clara Recycling Department's tips for holding successful garage sales
- www.infostuff.com/pat/garage_sale_tips.htm - basic tips to prepare for and hold a sale
- www.luv2bid.com/articles/GarageSaleTips.htm - a review of tips offered online and links to those sites
- www.ifg-inc.com/Consumer_Reports/GarageSale.shtml - ideas for selecting items to sell, pricing, and more

Selling Electronically

If you like to sell an occasional item, enjoy shopping on-line, or handle your life electronically whenever possible, try these resources to keep your "unwants" on the move!

Also, remember to visit these resources the next time you're looking to buy something online. It's a great way to keep the reuse cycle going!

Here are a few of the websites available to sell your used goods:

- www.garageplanet.com - sell your items online, use pictures, 30 days free
- www.eBay.com - auction your items online
- www.craigslist.org - sell items online, find local garage sales and fundraising sales events
- www.replacements.com - buy or sell replacement items for china sets, silver patterns and the like
- www.thepennysaver.com - sell items in the paper or online
- www.recycler.com/ - advertise your items free online
- www.luv2bid.fn.net/ - advertise events or items online
- www.yahoo.com - Sunnyvale-based website with classified section and online auction

Some on-line auction or bulletin board-type sites require photos of your items. For tips to enhance your ads with photos, see these sites:

- www.kodak.com
- www.kinkos.com

For specialty items and collectibles, search online using key words to locate buy, sell and trade websites for your particular specialty.

If you don't have a computer or Internet access at your home, visit your local library - the Internet is for everyone!



Donating

Turn Unwanted Items Into Cash - The Really Easy Way - Donate!



If there's still life left in your used goods or clothing, donate them and reap the rewards. You can save money on your income taxes because the value of donated items can be itemized as deductions on your tax returns. Whether you've held a garage sale and have a few prizes left over, or would rather just help others, when you donate, everybody wins.

Donation Considerations & Valuations

Here are a few things to keep in mind as you donate:

- You must itemize your taxes if you want to claim a deduction for donations to a charitable organization.
- The charitable organization you donate to must be qualified to receive tax-deductible contributions.
- Keep a record (ask for a receipt)! You need proof of your donation if you plan to deduct your donations on your tax return.
- You can deduct the fair-market-value of any item you donate. The IRS defines “fair-market-value” as “the price that would be agreed upon between a willing buyer and a willing seller, with neither being required to act, and both having reasonable knowledge of the relevant facts.” In other words, the price you would get if you sold the item to a willing and informed buyer.

Some considerations in valuation are:

Age

- How old is the item?
- Is it an “antique,” nearly new?

Quality

- Is it a name brand?
- When it was new, was it considered “top of the line,” average quality, or generic quality?

Condition

- Does it exhibit visible wear?
- Is it in operable condition or is it need of repair?
- Is it torn, stained, chipped or scratched?
- Has it never been worn, barely used, or has it already given most of its life?

Remember, you can donate anything that is usable, including appliances, furniture, clothing, toys and games, books, even cars and boats.

Record Keeping Sample

The chart below is an example of how your records for charitable donation may be kept:

| MEN'S CLOTHING | | | | |
|--------------------|-------------------------|-------------------------|-------------------------|----------------|
| Item Description | Quantity Good Condition | Quantity Fair Condition | Quantity Poor Condition | Extended Total |
| OUTERWEAR | | | | |
| Dress Winter Coats | | | | |
| Wool | <u>1</u> \$80.00 | <u> </u> \$40.00 | <u> </u> \$12.00 | <i>\$80.00</i> |
| All Weather | <u> </u> \$62.00 | <u>2</u> \$35.00 | <u> </u> \$10.00 | <i>\$70.00</i> |
| Other | <u>1</u> \$42.00 | <u> </u> \$20.00 | <u> </u> \$8.00 | <i>\$42.00</i> |

Online Resources

Visit the following websites for more information about valuations, or making donations to charitable organizations.

- www.itsdeductible.com - It's Deductible online value guide and tax tips
- www.goodwilltulsa.org/valueguide.htm - Goodwill Industries online value guide
- www.irs.gov - The US IRS website (search IRS site for "donations" for a list of relevant topics)

Local Resources

Please see the Reuse Resource chart on the following page for a substantial list of local reuse organizations willing to accept your donated items.

Tip:

Make regular donations a part of your routine clean-up chores. Mark your calendar spring and fall with a donation date.



Reuse Resources

Someone, Somewhere, Wants Your "Stuff"

Donating usable items to organizations keeps items out of the landfill while fulfilling the needs of others.

If you have items that are **USABLE**, **WORKING**, and **UNSTAINED**, please call these organizations and groups for details.



| Name/Telephone# | Drop-Off Location Address/City | Clothes | Eyeglasses | Furniture | Small Appliances | Small Household items | Electronics | Comments/Hours |
|--|---|---------|------------|-----------|------------------|-----------------------|-------------|--|
| City Team Family Outreach (408) 293-4657 | 1297 North 13 th Street San Jose | X | | X | X | X | X | Will accept working, non-outdated computers. Mon 9-4 (Calls Only), Tues-Sat 9-4 (Donations) |
| Computer Recycling Center Information (408) 327-1800 www.crc.org | 2971 Mead Avenue Santa Clara | | | | | | X | All computers, monitors, printers and accessories (working or non-working). Will accept televitions, copy machines, phones, etc. Tues-Fri 10-2; Sat 10-noon (Drop-off hours) |
| Goodwill Industries (408) 736-8558 www.goodwillsanjose.com | 151 East Washington Street Sunnyvale | X | X | X | X | X | X | Drop-off only. Donation hours: Mon-Sat 9-5; Sun 11-5 Store hours: Mon-Thurs 9-7, Fri 9-8, Sat 9-6, Sun 11-6 |
| Hope Rehabilitation (HOPE) (408) 748-2874 | 4351 Lafayette Street Santa Clara | X | | | X | X | | Drop off hours: Mon-Thurs 7:30 am-7:30 pm, Fri 7:30-2. Pick up available in Sunnyvale every Mon and Tues |
| Kiwanis Club of Silicon Valley (408) 732-7043 | N/A Call for details. | | | | | | X | Toner cartridge recycling. Call for information. Pick up available. |
| LensCrafters-Gift of Sight Program (408) 557-2880 or (408) 249-0705 | Two (2) locations in the Valley Fair Shopping Center: LensCrafters/Eye Exam 2000 (408) 249-0705 LensCrafters Optique/Eye Exam 2000 (408) 557-2880 | | X | | | | | Eyeglasses are accepted at all LensCrafters locations. Eyeglasses are given away during mission trips. Mon-Sat 10-9; Sun 11-7 |
| M-Cubed LLC (408) 752-1560 | 270 East Caribbean Drive Sunnyvale | | | | | | X | Accepts monitors and computer equipment working or non-working. Mon-Fri 8-4 |
| Nearly New Shop (408) 732-620 | 2225 East Maude Avenue, Sunnyvale | X | X | | X | X | | No exercise equipment. Items are resold. Donations Tues-Fri 10-2, Sat 10-noon |
| New Start Furniture (650) 322-9716 | 104 Constitution Drive, Suite 6 Menlo Park (off 101 at Marsh Road) | | | X | | | | Furniture must be in good, clean and usable condition with no cleaning or repair needed. Pick-ups and drop-offs Mon-Fri 9-4 |
| Peninsula Association for Retarded Children and Adults (PARCA) Call toll-free (877) 99 PARCA | 875 Main Street Redwood City Mon-Thurs 8:30-5, Fri 8:30-4 | X | X | | X | X | X | Call for pick-up. Anything made of cloth, household items and miscellaneous. |
| Peninsula Council of Telephone Pioneers of America Margo Nitis (408) 378-2577 | 18559 Montepere Way Saratoga | X | X | | X | X | X | Call for pick up. Also accepts greeting cards. Mon-Fri 1-7pm. |
| Saint Vincent De Paul (650) 903-0438 | 2044 Old Middlefield Way Mountain View | X | X | X | X | X | X | Call for pick-up (Tuesdays only). Store Hours: Mon-Fri 10-5:50, Sat 9-5 |
| Saint Vincent De Paul (408) 993-9500 | 2040 South 7 th Street San Jose | X | X | X | X | X | X | Call for pick-up. Mon-Fri 9-3:30 No king-size furniture. Appliances must be in working condition and no more than 10 years old. No outdated computers and must be in working condition. Store Hours: Mon-Fri 10-6, Sat-Sun 9-5 |
| The Salvation Army (408) 298-7600 www.salvationthrift.com | Civic Plaza Shopping Center 812 West El Camino Real, Sunnyvale El Camino Real & Hollenbeck Behind Orchard Supply Hardware on Sunnyvale-Saratoga Road, Sunnyvale Gene's Market 1145 Lawrence Expressway, Sunnyvale | X | X | X | X | X | X | Call for pick up of furniture and other large items: 1-800-95 TRUCK. Clean mattresses OK (no built-ins, carpets, waterbeds, or metal desks) Accepts working cars only. |
| Unique Boutique (408) 733-8459 | Sunnyvale Senior Center 820 West McKinley Avenue | | | | | X | | Fabric, yarn, sewing material, plastic, canvas Mon-Sat 11-3 |
| Valley Recycling (408) 297-5352 | 1615-B 7 th Street San Jose | | | | | | | Accepts metal appliances, metal, clean wood, roofing and concrete. Min \$20 fee. Mon-Fri 6-5, Sat 8-noon |
| Wholehouse Building Supply (650) 856-0634 www.driftwoods salvage.com | 1955 Pulgas Road East Palo Alto | | | | | | | Accepts construction leftovers, salvaged materials, wood, doors, hardware, tile, etc. for resale. Mon-Fri 10-6, Sat 8-6, Sun 11-4 |

SMaRT Recycling Services

In preparing for your garage sale or rounding up your donations, you may find some items that you want to recycle but are not collected at your home. If so, consider the SMaRT Station drop-off center for those items.

SMaRT Station Recycling Center

301 Carl Road, Sunnyvale

Open daily 8 a.m. - 5 p.m.

Closed January 1, Thanksgiving, December 25

For more information, contact the operator,
GreenTeam/Zanker at (408) 752-8530.

Recycling Drop-Off Center

Residents and businesses may drop off the following materials at no cost:

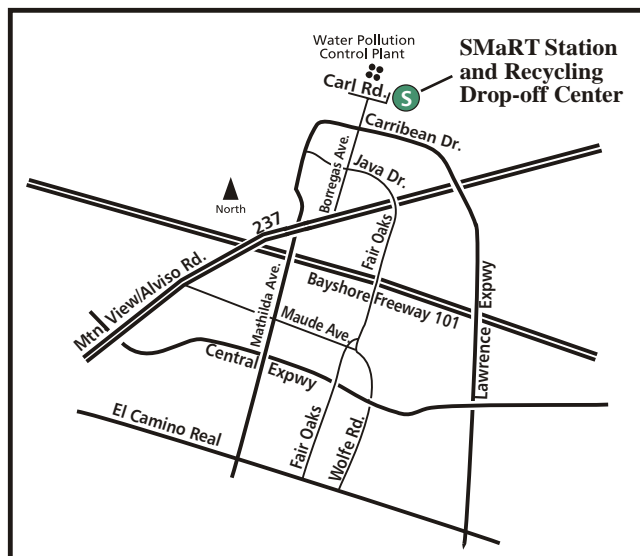
(Please separate items as listed below)

- Aluminum cans
- Tin, steel, metal food and beverage containers
- Corrugated cardboard
- Glass bottles and jars
- Newspapers and inserts
- Mixed paper including magazines, catalogs, junk mail, computer paper, office paper, brown kraft bags, cereal and other dry food boxes (please remove plastic liners), telephone books, paperback books, colored papers
- Plastic (#1) food and beverage containers
- Plastic (#2) food and beverage containers
- Mixed plastic (#3--#7) food and beverage containers
- Scrap metal including metal pots and pans, small metal appliances, metal can and jar lids
- Plastic bags including plastic grocery bags, dry cleaning bags, bread bags and dry produce bags, bubble wrap

Services for Santa Clara County Residents

Santa Clara County residents may drop off the following items, known as “sharps,” in specially marked bins. “Sharps” must be placed in durable plastic containers with a secure lid before being placed into the bins:

- Needles
- Syringes
- Lancets



Materials Requiring Special Handling

The items listed below may be dropped off only by residents of Mountain View, Palo Alto and Sunnyvale:

- Rechargeable batteries
- Alkaline and other household batteries
- Automotive batteries
- Fluorescent light bulbs and tubes
- Used motor oil and oil filters
- Anti-freeze

Beverage Container Redemption Center

Customers will be paid cash for beverage containers labeled with "California Redemption Value" or "CA Cash Refund."

Materials Available at SMaRT Recycling Center:

Processed Yard Trimmings: Yard waste collected from curbside is processed and available for pick-up. This material can be used as mulch or compost.

Z-Best Landscape Compost: Finished compost is available to residents of Los Altos, Mountain View, Palo Alto and Sunnyvale.



FREEDOM
to
CHOOSE
how to
REUSE

City of Sunnyvale
Department of Public Works
Recycling Program
(408) 730-7262



Printed on recycled paper